

## Advertisements in a Television Recordation System

### Abstract of the disclosure

[0076] The present invention discloses a method and system for types of ad placement opportunities in a digital video stream. The described embodiments of the invention increase ad placement opportunities to a targeted audience by using real-time ad placement during mode changes in a dynamic digital medium such as a digital video recorder. Various embodiments also allow various types of temporal overlapping and composite display techniques for viewing ads and video content.